

# Twitter 101

ASA Yael Bar-tur, Digital Strategist



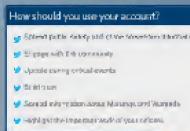
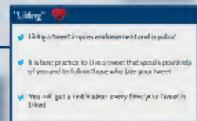
# Twitter 101

ASA Yael Bar-tur, Digital Strategist



The # symbol is used to call out usernames in tweets (mentioning). You receive a notification when someone uses your @username to tag you in a tweet. You can tag in a tweet or in a photo.

A hashtag (#mention) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.



## What is Twitter?

- Twitter is an online social networking platform where users share information in 140 characters of text or less.
- A tweet can contain words, symbols, links and pictures.
- Twitter has 645,000,000 users worldwide, with New York City in the lead.
- 350,000 tweets are sent per minute.

# What is Twitter?

- Twitter is an online social networking platform where users share information in 140 characters of text or less.
- A tweet can contain words, symbols, links and pictures.
- Twitter has 645,000,000 users worldwide, with New York City in the lead.
- 350,000 tweets are sent per minute.

# How is the NYPD using Twitter?

- Twitter icon The NYPD has 120 Twitter accounts!
- Twitter icon There is one for each precinct, PSA some specialty units and many Chiefs.
- Twitter icon **This is a way for you to have *YOUR* voice heard in *YOUR* community**

# How should you use your account?

- Twitter icon Spread public safety and crime prevention information
- Twitter icon Engage with the community
- Twitter icon Update during critical events
- Twitter icon Build trust
- Twitter icon Spread information about Missings and Wanteds
- Twitter icon Highlight the important work of your officers

# Tweet vs. Text

To: community council president

You spoke and we listened!  
Over 30 illegally parked cars  
towed last night from  
East Tremont.



NYPD 43rd Precinct

@NYPD43Pct

[Follow](#)

U spoke & WE listened! Over 30 illegally parked cars towed last nite from #EastTremont.  
[@LuisSepulvedaNY](#) [@BronxCB9](#)



# Hashtags # and Tags @

The @ symbol is used to call out usernames in tweets (tagging). You receive a notification when someone uses your @username to mention you in tweets . You can tag in a tweet or in a photo

A hashtag (#hashtag) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.

# So what do we do on Twitter?

- Tweet
- Follow/Listen
- Reply
- Retweet
- Star/Favorite
- Direct Message



NYPD 24th Precinct  @NYPD24Pct Following

While you are staying warm inside, the men and women of #NYPD are keeping the city safe. #itswhatwedo



RETWEETS 4 LIKES 25

11:50 AM - 17 Dec 2016

2 4 25

# Who are you talking to? Followers and Following

-  All tweets are public, but people can choose to subscribe to your tweets by following you.  
Similarly, you can curate your own news feed by following others.
-  You can follow others by searching for them, or visiting their profile and clicking "Follow."
-  Anyone can follow you. Check to see who your followers are - they are your audience.

# Replying and Retweeting

**Twitter is a place for interaction. You can converse with someone by replying to a tweet or retweeting one.**

-  **Reply:** Speak directly to someone by replying to their tweet. This can be done by either hitting "reply" or starting a tweet with their user name. Though public, the tweet will only appear on the feed of the mentioned user.
-  **Retweeting:** You can share a tweet you like with your followers by "retweeting" it. This often implies endorsement. Similarly, others can retweet your message.

# Reply

 **NYPD 67th Precinct**   
@NYPD67Pct

**Following**

Sometimes you have to do it yourself Me & Lt Hopkins w/ the help of anti-crime removed these dangerous weapons #NYPD



RETWEETS 13 LIKES 40

8:21 AM - 18 Mar 2016

Reply to @NYPD67Pct

Jessica Verga @Jredstang0218 · Mar 18  
@NYPD67Pct thanks for making things a little safer and doing such a great job!!  
😎🚔👍

Christine Parker @ParkerFox · Mar 18  
@NYPD67Pct @JBalanka That is because you do your job! 67th Pct rocks.... Badasses!

Turner for President @TurnerHumphrey · Mar 19  
@NYPD67Pct looks like a home defense kit.

NewYorkBlockwatch @NYBlockwatch · Mar 19  
@NYPD67Pct Fantastic job!!! Lt. Hopkins is a great guy.



**NYCMayorsOffice**

Nov 06, 4:37pm via TweetDeck

Getting a flu shot is fast and easy. Just text FLU to 877877 or visit [nyc.gov/flu](http://nyc.gov/flu) to find a flu shot. [pic.twitter.com/YjzdtmuaQn](http://pic.twitter.com/YjzdtmuaQn)

**KEEP CALM  
AND  
GET YOUR  
FLU SHOT**



Retweeted by [NYPD121Pct](#) and 7 others

# "Liking"



- Twitter icon Liking a tweet implies endorsement and is public.
- Twitter icon It is best practice to Like a tweet that speaks positively of you and to follow those who Like your tweet.
- Twitter icon You will get a notification every time your tweet is Liked

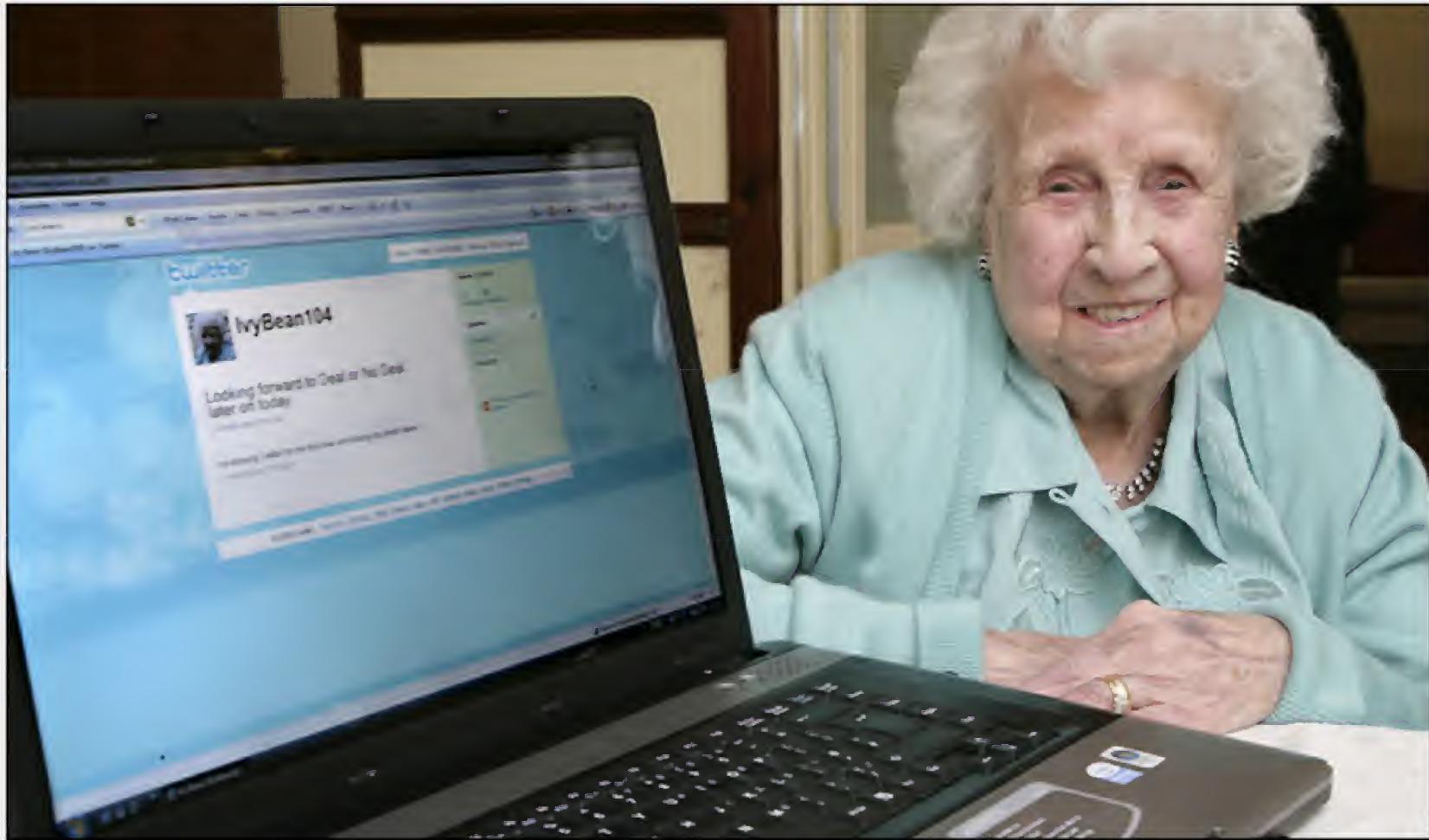
# Direct Message (DM)

- Twitter icon Direct Messages are private tweets between the sender and the recipient (similar to email.)
- Twitter icon You can only DM someone who follow you.
- Twitter icon Ask someone to DM you if you want to take a conversation offline.

# Be on the Lookout - Notifications

-  **Mention** - Someone is speaking directly to you or about you. It is important to look at the tweet and determine if you would like to respond.
-  **Direct Message** - Someone is speaking to you privately. You can only Direct Message (DM) a follower, if you would like to take a conversation offline, ask a user to follow so you can DM them.

# No one is born with this knowledge!



# Enjoy it



CIA @CIA



Following

FROM TWITTER

We can neither confirm nor deny that this is our first tweet.

Reply Retweet Favorite Storify More

RETWEETS

45,924

FAVORITES

21,754



1:49 PM - 6 Jun 2014

Related headlines

# Twitter 101

ASA Yael Bar-tur, Digital Strategist

